

FILE

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1964

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING SATURDAY, JULY 4, 1964

AMERICAN DESIGNER SERIES--FINAL DAY--FALL, 1964 SHOWINGS FOR VISITING PRESS

Showings at Delmonico's Hotel. Publicity: Eleanor Lambert, MU. 8-2130.

Thurs., July 2: 8:30 A.M. RITTER FURS--Champagne Breakfast and Fashion Show.

10:00 A.M. SARMI

10:45 A.M. BEN ZUCKERMAN

11:30 A.M. GEOFFREY BEENE

12:00 Noon WRITING PERIOD

1:00 P.M. Luncheon

2:00 P.M. MAM'SELLE (Betty Carol)

2:45 P.M. ERIC LUND DESIGNS for DEZON

3:30 P.M. CATHERINE SCOTT

4:15 P.M. WRITING PERIOD

5:30 P.M. Cocktails and brief showings by JANE DERBY, JOHN MOORE, JEAN LOUIS, NORMAN NORELL

Thursday July 2 10:00 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Preview for press of college fashions. By invitation. (<u>For Release, Wed., July 8.</u>) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR
Thursday July 2 11:30 A.M.	PRESS PREVIEW: AUTUMN- WINTER MILLINERY Adolfo will preview his Autumn and Winter millinery collection. <u>For buyers, Monday, July 6 at 9:30 A.M.</u> Both showings, by invitation. Contact: Miss Elizabeth, MU. 8-4410. Publicity: Eleanor Lambert, MU. 8-2130.	ADOLFO, INC.	22 EAST 56TH STREET SALON - 3RD FLOOR
Thursday July 2- July 6	OPEN HOUSE: LEATHER FASHIONS FOR FALL "Vote for Leather--The Consumers' Choice"--preview of new look in leather shoes, garments, handbags, accessories for Fall '64 from 10:00 A.M. to 6:00 P.M. Pre-preview of designer award shoes for Spring '65. By invitation. Publicity: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	411 FIFTH AVENUE SHOWROOM - 10TH FLOOR
Thursday July 2- July 10	OPEN HOUSE: FALL GLOVE FASHIONS "The Mode Baroque"--Showing of Fall and Winter collection of Hansen Gloves, 9:00 A.M. to 5:00 P.M. daily. Contact: Helen Sisson, CH. 4-0290.	HANSEN GLOVE CORP.	500 FIFTH AVENUE SUITE 310
Thursday July 2- July 10	OPEN HOUSE: FALL KNITWEAR COLLECTION Continuous showings for visiting press of Fall knitted dresses, suits, and ensembles. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 2- July 10	OPEN HOUSE: FALL JEWELRY FASHIONS Continuous showings of new Napier Fall and Winter jewelry fashions for local and out-of-town press. Contact: YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Thursday July 2- July 10	OPEN HOUSE: FALL COAT COLLECTION Continuous showings for visiting press. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Friday July 3 8:00 P.M.	PRESS PREVIEW: FALL 1964 HAIRSTYLES "Fourth of July Picnic in a Town House"--Preview for press of Kenneth's new hairstyles for Fall. By invitation. Publicity: Doris Gilbert, PL. 2-1800.	KENNETH	19 EAST 54TH STREET SALON
July 4	INDEPENDENCE DAY--Saturday (Legal Holiday).		
Saturday July 4- July 5	OPEN HOUSE SHOWING: FALL-WINTER "BOOTINOS" Water-proof collection of "Bootinos" by B.F. Goodrich, at open house from 9:00 A.M. to 9:00 P.M. Publ.: Marion Rahl, Carl Byoir Assoc., YU. 6-6100.	B.F. GOODRICH	SHERRY NETHERLAND HOTEL SUITE 411
<u>WEEK BEGINNING SUNDAY, JULY 5, 1964</u>			
Sunday July 5 12:00 Noon Midnight	"BEFORE AND AFTER" PRESS PARTY Open House "Swiss Style" party for visiting press. Publicity: Jill Jessee, SP. 7-3344.	BONNE BELL & CHRISTIAN DIOR PERFUMES	45 WEST 9TH STREET JILL JESSEE (1 ST FL.) By invitation.
Sunday July 5 5:00 P.M. Champagne	AUTUMN MILLINERY FOR VISITING PRESS "Exciting Boldini"--Mr. John's Autumn and Winter hats, haute couture, boutique accessories for visiting press. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN	24 WEST 57TH STREET SALON - 7TH FLOOR
Sunday July 5 6:30 P.M. Cocktails- Dinner	FALL SILK FASHIONS FOR VISITING PRESS "Many Splendored Silk"--The International Silk Ass'n, U.S.A. (Auxiliary Member, N.Y.C.G.--See Pg.3) will present great silk fashions reflecting a romantic origin. Dinner at 7:30, followed by show. By invitation. Publicity: Judith Jackson, MU. 3-7197.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PIERRE BALLROOM
July 6	OHRBACH'S RELEASE DATE--Imported Knitted Fashions. (No Press Show)		
July 6	ADOLFO MILLINERY SHOWING FOR BUYERS AT 9:30 ...M. (See Above)		
Monday July 6 12:15 P.M. Luncheon	FASHION SHOW FOR VISITING PRESS "A Show of Magic"--presentation of "Abracafabric" by Burlington (Auxiliary Member, N.Y.C.G.--See Pg. 3) in fashions by leading designers. By invitation. Contact: Florence Kyler, 554-5444. Publicity: Rosemary Sheehan, MU. 5-1280.	BURLINGTON INDUSTRIES	N.Y. STATE THEATRE B'WAY AT 65TH STREET
Monday July 6- July 10	OPEN HOUSE FOR VISITING PRESS Makeup news for the press, 10:00 A.M. to 5:30 P.M., July 6 through July 10. Publicity: Pat Hume, CI. 7-4704.	ALEXANDRA DE MARKOFF	730 FIFTH AVENUE SUITE 607

NEW YORK COUTURE GROUP'S FORTY-THIRD NATIONAL PRESS WEEK (July 5-12, 1964)

Fall collections of leading designers (22 members, 21 auxiliary and a variety group of 4 designers) for visiting press. Press Director: Kittie Campbell, LA. 4-0461.

Sun., July 5: 6:30 P.M. INT'L SILK ASS'N USA(Aux.) Dinner. PIERRE-BALLROOM

Mon., July 6: 8:00 A.M. Continental Breakfast. PIERRE-BALLROOM
 8:45 A.M. "TREND TIME" PIERRE-BALLROOM
 9:45 A.M. BEN REIG PIERRE-BALLROOM
 10:30 A.M. DONALD BROOKS for TOWNLEY. PIERRE-BALLROOM
 11:15 A.M. Free Writing Period
 12:00 Noon Buses for Next Show at 61st St. Entrance, Hotel Pierre
 12:15 P.M. BURLINGTON INDUSTRIES(Aux.) Luncheon . .(N.Y.STATE THEATRE
 1:50 P.M. Buses return to Hotel Pierre B'WAY AT 65TH ST.)
 2:15 P.M. PATTULLO-JO COPELAND PIERRE-BALLROOM
 3:00 P.M. DAVIDOW. PIERRE-BALLROOM
 3:45 P.M. HANNAH TROY. PIERRE-BALLROOM
 4:30 P.M. Free Writing Period
 5:30 P.M. FUR INFORMATION & FASHION COUNCIL(Aux.). . . PIERRE-ROOF
 7:30 P.M. MILLINERY INST. OF AMERICA(Aux.) Dinner. . . N.Y. HILTON

Tues., July 7: 8:00 A.M. "ACCESSORAMA"(Aux.) Breakfast. PIERRE-COTILLION
 9:30 A.M. ARTHUR JABLOW (DAVID KIDD) PIERRE-BALLROOM
 10:15 A.M. NAT KAPLAN PIERRE-BALLROOM
 11:00 A.M. Free Writing Period and "ACCESSORAMA". . . PIERRE-COTILLION
 11:45 A.M. Buses for Next Show at 61st St. Entrance, Hotel Pierre
 12:00 Noon (CLAIROL--Mother and Child Art Exhibit . .TIME-LIFE REC.CTR.
 12:20 P.M. (CLAIROL(Aux.) Hair Fashions; Luncheon LA FONDA DEL SOL
 1:50 P.M. Buses return to Hotel Pierre
 2:15 P.M. JUNIOR SOPHISTICATES (ANNE KLEIN). PIERRE-BALLROOM
 3:00 P.M. GOTHE (GINA) PIERRE-BALLROOM
 3:45 P.M. ANTHONY BLOTTA PIERRE-BALLROOM
 (Omitted in last week's issue--ERROR)
 4:30 P.M. Free Writing Period and "ACCESSORAMA". . . PIERRE-COTILLION
 5:30 P.M. ELIZABETH ARDEN(Aux.) Cocktails. 691 FIFTH AVENUE
 7:00 P.M. N.W. AYER & SON(Aux.) Dinner N.Y. HILTON
 10:30 P.M. WOOLENS & WORSTEDS OF AMERICA--"Nightcap". . 5 E.75TH STREET

Wed., July 8: 8:00 A.M. VANITY FAIR MILLS(Aux.) Bedside Breakfast
 9:00 A.M. BRANELL. PIERRE-BALLROOM
 9:45 A.M. HATTIE CARNEGIE. PIERRE-BALLROOM
 10:30 A.M. ORIGINALA. PIERRE-BALLROOM
 11:15 A.M. Free Writing Period
 12:00 Noon Buses for Next Show at 61st St. Entrance, Hotel Pierre
 12:15 P.M. DOW CHEMICAL COMPANY(Aux.) Luncheon. . . . VOISIN, 30 E. 65
 1:50 P.M. Buses return to Hotel Pierre
 2:30 P.M. HARVEY BERIN (KAREN STARK) PIERRE-BALLROOM
 3:15 P.M. TEAL TRAINA. PIERRE-BALLROOM
 3:45 P.M. Free Writing Period
 4:30 P.M. NATIONAL SHOE INSTITUTE(Aux.) Cocktails. . .PIERRE-COTILLION
 7:00 P.M. SEARS, ROEBUCK & CO.(Aux.) Dinner.PLAZA-PERSIAN ROOM

Thurs., July 9: 8:00 A.M. "DAY OF BEAUTY"(Aux.) Breakfast. PIERRE-COTILLION
 9:30 A.M. SAMUEL WINSTON (ROXANE). PIERRE-BALLROOM
 10:15 A.M. LARRY ALDRICH (MARIE MCCARTHY) PIERRE-BALLROOM
 11:00 A.M. Free Writing Period & "DAY OF BEAUTY" . . .PIERRE-COTILLION

NEW YORK COUTURE GROUP'S FORTY-THIRD NATIONAL PRESS WEEK (continued from page 3)

Thurs., July 9: 11:45 A.M. Buses for Next Show at 61st St. Entrance, Hotel Pierre
 12:00 Noon AMF PINSPOTTERS, INC.(Aux.) Luncheon. . . THE FOUR SEASONS
 2:00 P.M. Buses return to Hotel Pierre
 2:30 P.M. MAURICE RENTNER (BILL BLASS). PIERRE-BALLROOM
 3:30 P.M. "DAY OF BEAUTY"(Aux.) PIERRE-COTILLION
 5:30 P.M. Free Writing Period
 6:30 P.M. DU PONT(Aux.) Cocktails-Dinner. PIERRE-BALLROOM

Fri., July 10: 9:00 A.M. "COUTURE COUNTERPOINTS"(Variety Group). . PIERRE-BALLROOM
 Crompton-Richmond Corduroys, Kimberly
 Knitwear; Mira III (cocktail and evening
 fashions); Christie Furs.
 11:00 A.M. Free Writing Period
 11:45 A.M. L.GIDDING & CO.(Aux.) Luncheon. PIERRE-COTILLION
 2:00 P.M. PAUL PARNES (FERNANDO BOSC; EARL LUICK) . PIERRE-BALLROOM
 2:45 P.M. MALCOLM STARR PIERRE-BALLROOM
 3:30 P.M. MONTE-SANO & PRUZAN PIERRE-BALLROOM
 4:15 P.M. COUNTESS ALEXANDER. PIERRE-BALLROOM
 5:00 P.M. EMBA MINK BREEDERS ASSN.(Aux.) Cocktails. PIERRE-BALLROOM
 7:00 P.M. TO BE ANNOUNCED

Sat., July 11: 11:30 A.M. AMF PINSPOTTERS, INC.(Aux.) N.Y.WORLD'S FAIR
 CHRYSLER Motorcade in "Barracudas"
 "SATURDAY AT THE FAIR"
 7:45 P.M. MGM Supper (HOLLYWOOD PAVILION
 Preview of Fashions Inspired by N.Y.WORLD'S FAIR)
 "The Unsinkable Molly Brown"--
 Featuring fashions by Cuddlecoat, Mr. Gee;
 Hats by John Fredericks; Jewelry by Coro.
 10:00 P.M. Buses will return to Hotel Pierre.
 (From Gate 3, Berth F-12, World's Fair)

Sun., July 12: 10:00 A.M. Buses from Brasserie Restaurant, 100 E.53 St., OLD WEST-
 CHEMSTRAND CO.(Aux.), BURLINGTON TRICOT, BURY, L.I.
 LORD & TAYLOR--Tour of Old Westbury Gardens, L.I.
 Fashion Show, wine tasting, picnic lunch.
 Sightseeing tour to World's Fair. N.Y.WORLD'S FAIR
 7:00 P.M. Buses will return to Hotel Pierre:
 (From Gate 3, Berth F-12, World's Fair)

Monday PRESS PREVIEW: FALL- TRIFARI, KRUSSMAN 16 EAST 40TH STREET
 July 6 WINTER JEWELRY & FISHEL, INC. SHOWROOM - 4TH FLOOR
 3:30 P.M.- Showing of Trifari's Fall-Winter jewelry collection. By invitation.
 7:30 P.M. Publicity: Dorothy Lansing Hess, 165 East 66th St., RE. 7-3347.

Monday PREVIEW OF FALL EMME SHERRY NETHERLAND
 July 6 HAT COLLECTION (19 WEST 57TH STREET) CRYSTAL PAVILION
 4:30 P.M. Emme will preview her Fall millinery to press and buyers. By invitation.
 Cocktails Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.

Monday FUR FASHION SHOW FUR INFORMATION & HOTEL PIERRE
 July 6 FOR THE PRESS FASHION COUNCIL ROOF GARDEN
 5:30 P.M. "The Alphabet Collection"--American fur market fashion show by Fur Infor-
 Cocktails mation and Fashion Council (Auxiliary Member, N.Y.C.G.--See Pg.3). For
 local and visiting press, by invitation. Publicity: Nona Lou Greene at
 Ruder & Finn, PL. 9-1800.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 6 7:30 P.M. Dinner	FALL MILLINERY SHOW FOR VISITING PRESS The Millinery Institute of America (Auxiliary Member, N.Y.C.G.--See Pg.3) will invite the out-of-town editors to a showing of Fall hats by leading designers. By invitation. Contact: MU. 6-2970.	MILLINERY INSTITUTE OF AMERICA, INC.	NEW YORK HILTON MERCURY BALLROOM
Tuesday July 7 8:00 A.M. Breakfast	ACCESSORIES SHOW FOR VISITING PRESS "Accessorama" (Auxiliary Member, N.Y.C.G.--See Pg.3) head-to-toe look. Also, 11:00 A.M. to 12:00 Noon; 4:00 to 5:30. Contact: Ann Silver, Pennoyer Assoc., MU. 2-6480.	VARIOUS MANUFACTURERS	HOTEL PIERRE COTILLION ROOM
Tuesday July 7 8:30 A.M.- 7:00 P.M.	PRESENTATION OF FALL JEWELRY Monet will present their Fall collection of jewelry in the "Golden Manner" at open house for the press. Also, open house at showroom, June 30, July 1, 2 from 9:00 A.M. to 5:30 P.M. Contact: Charlotte Leff, CH. 4-4300.	MONET JEWELRY (6 WEST 32ND STREET)	SAVOY-HILTON HOTEL ROSE SUITE - 2ND FLOOR
Tuesday July 7 9:30 A.M.	PREVIEW OF FALL MILLINERY By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Tuesday July 7 9:45 A.M.	PRESS PREVIEW: FALL BRIDAL FASHIONS Showing of bridal fashions to the press. By invitation. (For Release, Thurs., July 9.) Customer show, Tues., July 14--See Pg. 8. Publicity: Selma Spanier, LA. 4-7000.	SAKS 34TH	5TH FLOOR BRIDAL SALON
July 7	NORMAN NORELL'S FALL COLLECTION FOR BUYERS AT 10:30 A.M. BY INVITATION.		
Tuesday July 7 12:00 Noon Luncheon	HAIR FASHION SHOW AND LUNCHEON News about hair and hair fashions for Fall by Clairol (Auxiliary Member, N.Y.C.G.--See Pg.3). (Mother and child art exhibit in Time and Life Magazine Reception Center from 12:00 Noon.) Luncheon at 12:20 P.M. By invitation. Contact: Terry Grimes Russell, 957-2911.	CLAIROL	LA FONDA DEL SOL TIME & LIFE BUILDING
July 7	BERGDORF GOODMAN (HALSTON) MILLINERY SHOWING FOR BUYERS AT 12:00 NOON.		
Tuesday July 7 4:00 P.M.	FUR FASHIONS FOR VISITING PRESS Fall-Winter custom furs, designed by Arthur Schwartz, at a showing for out-of-town press. Publ.: Pauline Greene, Charles J. Charney, TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday July 7 5:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Elizabeth Arden (Aux. Member, N.Y.C.G.--See Pg.3) will invite the visiting press. Publicity: McGeehan & O'Connor Assoc., PL. 9-8150.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday July 7 7:00 P.M. Dinner	SHOWING OF FALL MILLINERY The Trade Promotion Committee of Millinery Promotions, Inc. showing of Fall hats. Price: \$10.00 (retailers); \$50.00 (manufacturers). Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC.(10 WEST 40TH ST.)	NEW YORK HILTON BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 7 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER FOR VISITING PRESS "Diamonds--Evening In and Evening Out"--N.W. Ayer & Son, Inc. (<u>Auxiliary Member, N.Y.C.G.--See Pg.3</u>) will show diamonds from Cartier, Van Cleef & Arpels and Harry Winston, with fashions by Bill Blass of Maurice Rentner. Fashion show at 7:15, Trianon Room; dinner at 8:00, Mercury Room. Entertainment--Earl Wrightson. By invitation. Publ.: Mildred Kosick, PL.7-5700.	N.W. AYER & SON, INC. (1271 SIXTH AVENUE)	NEW YORK HILTON TRIANON-MERCURY ROOMS
Tuesday July 7 10:30 P.M.	"NIGHTCAP" PARTY FOR THE PRESS Woolens and Worsteds of America preview of fashion achievement award nomination. By invitation. Publicity: Audrey Pierce, Manning Public Relations, LE. 5-6100.	WOOLENS AND WORSTEDS OF AMERICA	5 EAST 75TH STREET BENEDICT MANSION
July 8	ALTMAN'S RELEASE DATE--College Fashions. (Press Preview, July 2--See Pg.1)		
Wednesday July 8 9:00 A.M.- 5:00 P.M.	PEARL FASHIONS AT OPEN HOUSE "A Woman's World of Pearls"--Unisphere display using over 30,000 cultured pearls. By invitation. Publicity: Ethel Aaron, JU. 2-5380.	IMPERIAL PEARL SUNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday July 8 12:15 P.M. Luncheon	FASHION SHOW FOR VISITING PRESS "Fall is Color-Full as Zefkrome"--Dow Chemical (<u>Auxiliary Member, N.Y.C.G.--See Pg.3</u>) will invite the press to a showing of Fall knits. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	DOW CHEMICAL COMPANY	VOISIN 30 EAST 65TH STREET
Wednesday July 8 4:30 P.M. Cocktails	SHOE FASHION SHOW FOR VISITING PRESS National Shoe Institute (<u>Auxiliary Member, N.Y.C.G.--See Pg.3</u>) will present "A New Affair in Color" in Fall-Winter shoe fashions; also, Golden Slipper Contest winners. By invitation. Publicity: Alice Regensburg at Lynn Farnol, JU. 6-5777.	NAT'L SHOE INSTITUTE (50 ROCKEFELLER PLAZA)	HOTEL PIERRE COTILLION ROOM
Wednesday July 8 5:00 P.M.- 7:00 P.M. Cocktails	SPECIAL RECEPTION FOR THE PRESS Nancy White, Chairman of Lighthouse Craftshop Committee, will invite the press to a special reception and cocktail party. By invitation only. Contact: EL. 5-2200, Ext. 338.	LIGHTHOUSE FOR THE BLIND	111 EAST 59TH STREET
Wednesday July 8 7:00 P.M. Dinner	COCKTAILS--DINNER AND ENTERTAINMENT Sears, Roebuck (<u>Auxiliary Member, N.Y.C.G.--See Pg.3</u>) will invite the out-of-town press to cocktails, dinner, fashion presentation, and entertainment. By invitation. Publicity: Edward J. Menninger, CH. 4-7600.	SEARS, ROEBUCK & CO.	HOTEL PLAZA PERSIAN ROOM
Wednesday July 8- July 10	FUNCTIONAL FASHION PRESENTATION "Functional Fashions for Physically Handicapped"--showing for visiting press, Wed., July 8 through July 10, from 11:00 A.M. to 7:00 P.M. Contact: Helen Cookman, RE. 7-1345.	CLOTHING RESEARCH AND DEVELOPMENT FOUNDATION	48 EAST 66TH STREET SUITE 1-R
July 9	SAKS 34TH RELEASE DATE--Bridal Fashions. (Preview July 7--See Pg. 5)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 9 8:00 A.M.- 6:00 P.M.	"DAY OF BEAUTY"-- FOR VISITING PRESS Cover Girl, Joseph Fleischer, Gres Perfumes, Pierre Henri, Leathermode, Mavala, Relaxacizor, Roger & Gallet, Toni, Tourneur (Auxiliary Members, N.Y.C.G.--See Pg.3) will invite the press to open house. By invitation. Publicity: Helen Nash or Joan Parker, CI. 7-5990.	TEN COMPANIES	HOTEL PIERRE COTILLION ROOM
Thursday July 9 12:00 Noon Luncheon	PRESS SHOWING: ACTIVE SPORTS FASHIONS "Next Stop the Moon"--AMF Pinspotters (Auxiliary Member, N.Y.C.G.--See Pg.4) "Go Pro" showing of British and American designed active sports fashions. Presentation of first "Magic Triangle" Awards. By invitation. Publicity: Joan Murray, Claire Lang Assoc., PL. 1-4370.	AMF PINSPOTTERS, INC.	THE FOUR SEASONS 99 EAST 52ND STREET
Thursday July 9 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS Showing of Fall fashions photographed by Peck and Peck in Cologne, Germany. By invitation. Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK	METROPOLITAN CLUB 1 EAST 60TH STREET
Thursday July 9 6:30 P.M. Cocktails- Dinner	SHOWING AT DINNER FOR VISITING PRESS Du Pont (Auxiliary Member, N.Y.C.G.--See Pg.4) will show Fall apparel and footwear fashions for men, women, and children. Dinner at 7:30, followed by show. By invitation. Contact: Ellen Morris, 971-4404.	DU PONT	HOTEL PIERRE GRAND BALLROOM
Friday July 10 11:45 A.M. Luncheon	FASHION SHOW FOR VISITING PRESS "Trim Girl" and "Trim Teens" by L.Gidding & Co. (Auxiliary Member, N.Y.C.G.--See Pg.4). By invitation. Contact: George Dryfoos, LO.3-0084. Publicity: Audrey Leeds, LI. 4-9519.	L.GIDDING & CO. (520 EIGHTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Friday July 10 5:15 P.M. Cocktails	"RARE AND ROYAL"-- EMBA MINK FASHIONS Emba (Auxiliary Member, N.Y.C.G.--See Pg.4) will present the newest Fall- Winter fur fashions in the Rare and Royal Quality Lines, from leading U.S. fur manufacturers. Contact: Maureen Clancy, The Albert Woodley Co., MU. 2-6881. Publicity: Virginia Casey, Infoplan, OX. 7-7330.	EMBA MINK BREEDERS ASSN.	HOTEL PIERRE GRAND BALLROOM
Saturday July 11 10:00 A.M.	MILLINERY SHOW FOR VISITING PRESS Showing of Sally Victor's Fall hats to out-of-town editors. By invitation. Contact: PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR

Monday July 13- July 17	FALL-WINTER COUTURE SHOWINGS IN ROME July 13: 4:30 P.M. Assunta, Mapil--furs. Gaber--lingerie. Albertina, Loty, Milo--knitwear. Zingone--children's, teens. July 14: 10:00 A.M. Enzo de Luca, Mirella di Lazzaro, Miranada, Alberto Mosconi, Pieri of Florence, Tiziani--boutique sportswear. 5:00 P.M. Baratta. 6:00 P.M. Litrico. 6:30 P.M. Faraoni. July 15: 10:00 A.M. Mirella de Lazzaro. 11:00 A.M. Titti Brugnoli. 4:00 P.M. Tita Rossi. 6:00 P.M. Centinaro. 9:30 P.M. Tiziani. July 16: 10:00 A.M. Gregoriana. 4:00 P.M. Sarli. 6:00 P.M. Gattinoni. 9:00 P.M. Baron's. July 17: 10:00 A.M. Eleanora Garnett. Contact: Centro Romano Alta Moda Italiana, 107, via Torino, Tel.479.103.	CENTRO ROMANO ALTA MODA ITALIANA	ROME, ITALY
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 13	REPUBLICAN CONVENTION IN SAN FRANCISCO.		
July 14	STERN'S RELEASE DATE--College Fashions. (No Press Show)		
Tuesday July 14 9:00 A.M. Breakfast	NEW PRODUCT-- INTRODUCTION Andrew A. Lynn, president of Jacqueline Cochran Cosmetics, Inc., distributor of Nina Ricci Perfumes in the U.S.A., will introduce a new concept in French perfumery. By invitation. Publicity: Jody Donohue, Edward Gottlieb & Assoc., JU. 2-7540.	NINA RICCI PERFUMES	LUTECE 249 EAST 50TH STREET
Tuesday July 14 7:30 P.M.	CUSTOMER SHOWING OF BRIDAL FASHIONS Showing of Fall and Winter bridal fashions. Tickets available at Saks 34th, Bridal Salon, 5th floor. Publ.: Selma Spanier, LA. 4-7000.	SAKS 34TH	NEW YORK HILTON HOTEL BALLROOM
July 15	MACY'S RELEASE DATE--College Fashions. (No Press Show)		
July 15	BLOOMINGDALE'S RELEASE DATE--New Room Settings. (No Press Show)		
Wednesday July 15 9:30 A.M. Coffee	PRESS PREVIEW: MID-SUMMER HOME FURNISHINGS Preview of midsummer home furnishings and room settings. By invitation. (For Release, Fri., July 17.) Publicity: Mary Boyle, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday July 15- July 16	"PERSPECTIVES IN RETAIL BRIDAL SERVICES" "New Perspectives in Modern Retail Bridal Services"--for retail store bridal consultants, gift registry and home planning center directors. (Publishers cocktail party, Sheraton-East Hotel, July 15, 6:00 P.M.-8:00 P.M.) For prices and further information, contact: Mrs. Alexandra Potts, OR. 9-7200.	MODERN BRIDE (1 PARK AVENUE)	LAB. INST. OF MERCH. 677 FIFTH AVENUE
July 17	MACY'S RELEASE DATE--Midsummer Furniture. (Preview July 15--See Above)		
July 17	ALTMAN'S RELEASE DATE--Couture Knits.		
Saturday July 18- July 23	COUTURE OPENINGS IN FLORENCE July 18: 11:00 A.M. Millinery Show by La Familiare. 9:00 P.M. (Sportswear & Boutique)--De Simone, Myricae, Camisene, Krizia, Scarabocchio, Micia, Naka, Laura Aponte, Celli, Lida, Avagolf, Trico, Maljana. July 19: 3:00 P.M. (Sportswear & Boutique) Valditevere, Princess M. Borghese, Roveda(teen-age), Glans, Lucrezia, Balestra Boutique, Ken Scott. 9:00 P.M. (Sportswear & High Fashion) Mirsa, Baldini, Marucelli Boutique, Antonelli Boutique, Avolio, Bertoli. July 20: 9:30 A.M. (High Fashion) Forquet, Biki. 5:00 P.M. Emilio Pucci. 9:00 P.M. Galitzine, Lancetti. July 21: 9:30 A.M. Enzo, Carosa. 9:00 P.M. Valentino, Veneziani. July 22: 9:30 A.M. De Barentzen, Antonelli. 9:00 P.M. Guidi, Marucelli. July 23: 9:30 A.M. Schuberth, Balestra, Giuliano. (Picture Release Date--August 18.) Contact: G.B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday	LUGGAGE, LEATHER & ACCESSORIES SHOW	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
July 19- July 22	Hours: Sunday, 12:00 Noon-7:00 P.M.; Monday-Wednesday, 9:30-6:00 P.M. Contact: Jack Citronbaum, LE. 2-3960.		

July 22 MACY'S RELEASE DATE--Children's Back-To-School Fashions. (No Press Show)

Wednesday	INCORPORATED SOCIETY OF LONDON DESIGNERS		LONDON, ENGLAND
July 22-	July 22: 10:00 A.M. Charles Creed. 11:30 A.M. Hardy Amies. 2:15 P.M. Ronald Paterson. 3:30 P.M. Michael. 4:45 P.M. John Cavanagh.		
July 23	July 23: 10:00 A.M. Michael Sherard. 11:15 A.M. Mattli. 2:15 P.M. Angele Delanghe. 3:30 P.M. Lachasse. 4:45 P.M. Norman Hartnell.		
Contact: Lady Joubert, 315 Regent Street, London, W 1.			

July 24 GIMBELS RELEASE--Midsummer Furniture Collection. (No Press Show)

Friday	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS	GIMBELS	3RD FLOOR SPECIALTY CORNER
July 24	10:00 A.M. Showing of Gimbels' college and career fashions to the press. By invitation.		
Breakfast	(For Release, Monday, July 27.) Publicity: Margot Infantino, LO. 4-3300.		

Friday	PREVIEW: MIDSUMMER HOME FURNISHINGS	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR FEATURE EVENTS DEPT.
July 24	10:00 A.M. A & S will preview their midsummer home furnishings, room settings and vignettes. By invitation. (For Release, Mon., July 27.) Publicity.		
Coffee	Diane Wallace, TR. 5-0195.		

Monday	FALL PRESS SHOWINGS IN PARIS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
July 27- August 7	<p>July 27: 9:30 A.M. Jacques Esterel, Yorn. 10:00 A.M. Regine Lutece. 10:30 A.M. Ferreras. 12:00 Noon Claude Riviere, L. Feraud. 1:30 P.M. M.J. Hurst. 2:30 P.M. De Rauch, Yorn. 3:00 P.M. Ferreras. 4:30 P.M. L. Prusac. 5:00 P.M. Renee Lise, L. Feraud. 5:30 P.M. J. Godard. 9:00 P.M. B. Sagardoy, J. Esterel, Yorn.</p> <p>July 28: 10:00 A.M. Pierre Balmain. 12:00 Noon T. Lapidus. 12:30 P.M. J. Launay. 2:30 P.M. Jacques Heim. 3:00 P.M. B. Sagardoy, De Rauch. 5:00 P.M. Nina Ricci.</p> <p>July 29: 10:00 A.M. Lanvin. 10:45 A.M. Nina Ricci. 2:15 P.M. Patou. 3:00 P.M. Lanvin. 5:00 P.M. Jacques Griffe, Maggy Rouff. 9:00 P.M. Carven. Time not set. Chanel.</p> <p>July 30: 9:45 A.M. Christian Dior. 10:00 A.M. Jacques Heim. 2:30 P.M. Capucci. 3:00 P.M. Montaigne, Patou. 5:00 P.M. Capucci, Scherrer, Hermes, Lapidus. 9:00 P.M. Capucci.</p> <p>July 31: 9:30 A.M. Castillo. 11:00 A.M. Guy Laroche. 2:00 P.M. Cardin. 3:00 P.M. Laroche. 5:00 P.M. Simonetta et Fabiani, G. Renal. 5:30 P.M. Pierre Cardin.</p> <p>Aug. 1: 10:30 A.M. Castillo. 11:00 A.M. Courreges, Philippe Venet. 3:00 P.M. Courreges, Venet, Hermes. 5:00 P.M. Courreges.</p> <p>Aug. 3: 10:30 A.M. St. Laurent. 2:30 P.M. Gres, M. Roger. 3:30 P.M. G. Renal. 10:30 A.M. Givenchy (buyers). Aug. 4: 10:30 A.M. Balenciaga (buyers).</p> <p>Aug. 7: 11:00 A.M. Anny Blatt. 3:30 P.M. Valentine Bourgade.</p> <p>(Picture Release Date--August 31.)</p> <p>Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris. -9-</p>		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 25 2:00 P.M.	DENIM AND LEATHER FASHION PRESENTATION Teenager denim and leather fashions, with casual wear for boating, camping, sports and lounging. Commentator: Billie Gould, fashion director, Leather Industries of America. Open to public. Contact: Kae E. McCulloch, John Moynahan & Co., MU. 7-2545.	THE DENIM COUNCIL	WORLD'S FAIR N. Y. STATE PAVILION
July 27	GIMBELS RELEASE DATE--College and Career Fashions (Preview July 24-SeePg.9)		
July 27	ABRAHAM & STRAUS RELEASE DATE--Midsummer Homefurnishings (Preview, July 24)		
July 28	BLOOMINGDALE'S RELEASE DATE--College Fashions (No Press Show).		
July 31	SAKS FIFTH AVENUE RELEASE DATE--College Fashions (No Press Show).		
August 5	GIMBELS RELEASE DATE--Children's Back-To-School Fashions (No Press Show).		
August 7	MACY'S RELEASE DATE--Career Fashions (No Press Show).		
August 11	SAKS 34TH RELEASE DATE--College Fashions (No Press Show).		
Tuesday August 11 10:00 A.M. Breakfast	PREVIEW: BACK-TO-SCHOOL AND COLLEGE FASHIONS Preview for press of back-to-school and college fashions. By invitation. (For release, Wed., Aug. 12)	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Wednesday August 12 10:00 A.M.	FALL ACCESSORIES AND READY-TO-WEAR Press preview of Fall fashion showcase of exclusive accessories and ready-to-wear. By invitation. (For release, Fri. Aug. 14). Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	4TH FLOOR MILLINERY SALON
Thursday August 13 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Galanos will preview his Fall collection. By invitation only. Contact: Helen Latham, 552 West 114th St., MO. 6-7112.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL TRIANON ROOM
August 14	GIMBELS' RELEASE DATE--FALL FASHION SHOWCASE (Preview, Aug. 12--See Above)		
August 18	FLORENCE, ITALY PICTURE RELEASE DATE.		
August 24	DEMOCRATIC CONVENTION IN ATLANTIC CITY.		
Monday August 24 11:00 A.M.- 2:00 P.M.	PREVIEW: NAT'L NOTION AND NOVELTY SHOW Special display for press of products, packaging, designs, accessories. By invitation. For trade, Aug. 24-27, N.Y. Trade Show Building, 8th Ave. and 35th St. Contact: PE. 6-8820.	NAT'L NOTION ASSOCIATION	HOTEL NEW YORKER TERRACE ROOM
Thursday August 27 2:30 P.M.	SPECIAL PREVIEW OF CHILDREN'S FASHIONS Premiere showing, in Georgian Ballroom, of Style-Age girls' dresses, ensembles, sportswear, separates. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	STYLE-AGE (PHILADELPHIA, PA.)	STATLER-HILTON HOTEL 33RD ST. & 7TH AVENUE

CALENDAR FOR 1965

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31																				
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